

A 20-minute monologue about your wines? The wine tourist has already disconnected by the third minute

scritto da Lavinia Furlani | 31 Ottobre 2025



In an age of zero attention, the traditional 20-minute winery monologue is failing. This article explores why modern wine tourists quickly disconnect and argues for a new approach: swapping long narratives for concise, impactful “micro-slots” of storytelling that capture, rather than exhaust, visitor curiosity and create a more memorable experience.

In recent years, I have come to realize a truth that wineries often struggle to accept: people’s attention spans are limited, and it’s not up to us. **We can have the most fascinating story, the most awarded wines, or the most**

picturesque territory, but if the container of the person listening to us holds 20 liters, we cannot expect to pour 40 into it.

We all live—myself first and foremost—in an accelerated world, where the rhythms of “hit and run” have replaced calm and anticipation. We used to wait a week to see the new episode of our favorite series; today, we marathon entire seasons in a weekend. Vacations are no longer three weeks at the beach, but three intense days where we expect to see “everything”: monuments, museums, culinary experiences. The truth is that we want everything immediately, and we ask those who tell us stories to get straight to the point.

If we bring this awareness into the world of wine tourism, it becomes clear that winery storytelling must change its form. **It is no longer enough to avoid technical or self-referential storytelling—we have moved past that.** Today, the challenge is to dry up the narrative, to reduce it to pills capable of capturing without tiring. A few intense, well-thought-out minutes that strike the visitor’s senses and memory.

Hospitality Managers notice it during winery tours: the gaze that drops, the cell phone that returns to the hand, the restless shifting. These are unmistakable signs that the threshold has been crossed. It is not the tourists’ fault, and it is not the wineries’ fault: it is the reality of the times we live in. The opportunity lies in recognizing it and adapting the company’s narrative scripts accordingly.

Personally, I believe the key lies in breaking up the wine tourism experience: micro-slots of storytelling distributed throughout the tour, alternated with moments of tasting, movement, or visual wonder. There is no need to concentrate everything into a single twenty-minute monologue; no one will follow it to the end anyway. Rather, we need to create a sequence of “micro-surprises” that keep visitors’ attention alive, stimulate curiosity, and leave them with the desire to

know more.

We must not see this as a limitation, but as a creative challenge. **The brevity forces us to choose what really matters.** And if we can condense our identity into a few incisive sentences, then we will truly be remembered. Because, paradoxically, it is precisely in the restricted space of the attention span that we can leave the deepest mark.

P.S.: This rule doesn't just apply to wine tourism. The attention span is a universal theme: from wine fairs to conferences, from collective tastings to corporate presentations. Every time we think we can speak beyond that limit, we risk losing the audience. And often, it takes less than we think to make an impression.

Key Points

1. **Visitor attention spans are shorter than ever;** long monologues are ineffective.
2. **Wineries must adapt storytelling** to this “hit and run” cultural reality.
3. **Use “micro-slots” of narration** alternated with tasting and visual moments.
4. **Brevity forces a focus on the most essential and memorable messages.**
5. **This challenge applies beyond wine tourism to all professional presentations.**